

Brought to you by the Union Square Partnership (USP), [BIZ & BROKER Quarterly](#) is an e-newsletter featuring information and highlights on the district's commercial real estate and business market.



BIZ & BROKER quarterly

04.15.11

Links

[Union Square Partnership](#)

[NYC.GOV](#)

[NYC Business Express](#)

[NYC Business Solutions](#)

[NYC BigApps 2.0](#)

[NYSERDA](#)

In the Press

Andy Warhol Commemorated in Chrome on Union Square, *The New York Times*, March 31, 2011

Fredi Sandwich Bar: A Family-Run Sandwich Shop, *The Wall Street Journal*, February 23, 2011

Imagining the Future of a Vacant Lot, *The Local East Village* (NY Times), March 1, 2011

Accessorize Opens at Union Square, *Racked*, January 20, 2011

2011 Commercial Market Report

We are pleased to share with you the 2011 Commercial Market Report, a compilation of annual real estate data and news covering the 14th Street - Union Square district. With over 40 businesses opening in the past year, ranging from the *Citibank Flagship* at 52 East 14th Street to the independently owned *Namaste Bookshop* at 2 West 14th Street, the Union Square area has strengthened its position as one of the City's most diverse and desirable places to do business.

According to the report, vacancy rates for both retail and office spaces have held relatively low this year, at 6.74% and 6%, respectively. Asking rents have trended upward for both sectors, peaking at \$450/sq ft for ground floor retail and \$42/sq ft for office space.

*To view the full 2011 Commercial Market Report, please click [here](#).

*To view a map of the Spring 2011 ground floor retail vacancy survey, please click [here](#).

USP Business Advocacy and Marketing Programs

As the leading advocate for the 14th Street - Union Square business community, our organization offers a range of services to help your business thrive. From **storefront improvement grants and energy efficiency upgrades** to **online promotion and marketing**, our services are designed to be low cost and easy to implement. Please read [here](#) to learn more about these opportunities, or contact Seth Taylor, Director of Economic Development, at (212) 460-1204.

Google Marketing Assistance Forum

On March 22nd, over 150 local business owners joined USP and our partners at the Greenwich Village Chelsea Chamber of Commerce at Google Headquarters for our biggest Small Business Assistance Forum to date. Attendees learned about free, simple steps they can take to enhance their online marketing efforts, including claiming and personalizing their Google Places page and using Google Analytics to track website traffic. In addition, paid services like AdWords, Boost, and Tags were presented as cost-effective ways to reach potential customers. USP extends a big thank you to

Google for hosting us, and to specialists Alex Abelin and Frederick Vallaeyes for their terrific presentation, which can be downloaded [here](#).

New Director of Economic Development

Seth Taylor recently joined the Union Square Partnership as Director of Economic Development. He succeeds William Kelley, who has joined the nearby Village Alliance as Executive Director. Seth comes to the USP from the Downtown Brooklyn Partnership, where he served as Business Services Manager for a local business improvement district. Seth looks forward to meeting and working with the business and real estate community in this dynamic, historic neighborhood. He can be reached by phone at (212) 460-1204 or by email staylor@unionsquarenyc.org.

Winter Coupon Book a Success!

According to participant feedback, 6% of our Winter Coupons were redeemed, representing over \$30,000 of purchases at Union Square restaurants and retailers and 8,000 visits to our [District Deals website](#). YogaWorks reported a 30% membership conversion rate for customers who took advantage of their "free week of classes" deal. Other participants noticed increased attention from consumers via their newsletters and social media outlets. If you would like to submit a District Deal to be listed on our website, please email info@unionsquarenyc.org.

Take Advantage of Special Ad Rates with *The Villager*

The May 12, 2011 issue of *The Villager* will include a special "Focus on Union Square" supplement, and they are offering USP members 25% off their advertising rates. Contact Francesco Regini, Senior V.P. of Sales and Marketing, at (646) 452-2496 or francesco@thevillager.com by May 1, 2011.

Special Offer for Union Square Business Owners!

Free payment processing terminal, free contactless PIN pad, and free processing for up to 3 months when you sign up for Citi Merchant Services provided by First Data Merchants Services Corporation. The wave of customers who will soon be asking to pay for goods and services at your establishment with their smart-phone is coming soon. Ensure your business is ahead of the wave and call (718) 791-6770 today!

Participate in a Small Business Survey

The *Federal Reserve Bank of New York* is conducting a poll of small business owners to better understand how government can assist businesses with financing services and access to credit. To participate in the survey, please click [here](#). Please note that the deadline to take the survey is April 28, 2011.

Our Mailing Address is:

4 Irving Place
Rm. 1320-S
New York, NY 10003

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

[unsubscribe from this list](#) | [update subscription preferences](#) | [view email in browser](#)